



11/17/17

GR DIGITAL

Office of Energy
and Sustainability
Website Review
Agenda

REVIEW AND ANALYTICS

- Website Redesign presentation
- Tone and Voice
- Citywide data
- Office of Energy and Sustainability data

PRIMARY AUDIENCES

- Residents
- Homeowners
- Businesses

CONTENT

- Why do users need the thing they're looking for?
- Department page, Guides, and Other Pages

PRIMARY GUIDE, CONTENT

- Tips and Resources to Save Energy
- Reports and Plans
- Department listing

NEXT STEPS

- Business discovery copywriting with SME/GR Digital